

## ***PRESIDENT'S COLUMN***

By Joyce Hinrich, President

We are entering a busy spring for the Tempe Public Library and for the Friends.

The Friends are helping support two major lecture series in January and February. Presidents, Politics and Power, presentations on American presidents who shaped the 20<sup>th</sup> Century, will take place on Tuesday evenings and the Arizona Speakers Series - 2002 presents topics especially relevant to the Southwest on Tuesday afternoons. In April, four presentations by Arizona poets will be held Tuesday evenings in celebration of National Poetry Month. All presentations are free, but space may be limited so call the Tempe Public Library Reference Desk at 480-350-5511 for more information and reservations. The library offers our community a lot more than just books. We encourage you to get involved.

April is National Library Month, and the Friends will be celebrating along with other booklovers across Arizona. On April 6<sup>th</sup>, the Arizona Book Festival will take place at Margaret Hance Park near the Phoenix Public Library. This annual event has an exciting new feature this

year. The Book Festival will mark the kick-off of a new literary event called One Book Arizona. One Book Arizona is a yearlong series of activities encouraging every Arizonan to read, discuss, study and share the joy of reading through a single book. This year's chosen book is *Animal Dreams* by Barbara Kingsolver. All Arizonans will find the themes and locales in this book familiar and easy to relate to. There will be planned activities at the Tempe Public Library and at all libraries and other public and private forums across Arizona related to this project throughout the next year. Watch for more information through media coverage and keep an eye on the website, [onebookaz.org](http://onebookaz.org). This should be a BIG event.

On April 13, the Friends will host our semi-annual used book sale at the library. Friends members may enter an hour before the general public so you have first access to the best books. Be sure your membership is up-to-date.

Our used book donations have been steady even though we moved a couple of the collection

## ***ABOVE THE STACKS***

by Teri Metros,  
Library Administrator

### ***TPL—Busier than Ever!***

In recent years, libraries across the nation reported a decline in library use. This decline was often attributed to the arrival of the Internet and the perception by many that the Internet made libraries and librarians unnecessary. Our library, like others in the Phoenix metro area, started to notice a drop in circulation and attendance as well. In response to this trend, Library staff took a close look at all of our procedures and policies to identify anything that we were doing that might deter usage and to identify and implement new programs that would increase both attendance and usage of the collection. After review by both the Library Advisory Board and the Tempe City Council,

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the Library's Circulation Policy was revised to include a number of changes including lower fines for audio-visual items, removal of reserve and inter-library loan fees, and the extension of longer loan periods for a number of material types within the collection. In addition to these procedural changes, we began using retail merchandising techniques to market our collection. We started making extensive use of displays throughout the building to highlight new additions to the collection, as well as to target specific areas of interest. These displays have proved to be very popular with our users as demonstrated by the fact that they need to be refilled almost every day. Finally, we expanded our range of adult programming beyond traditional book discussion groups to include an extensive array of business programming, computer and Internet training classes, and current events discussions.



The good news is that we are now busier than ever. As of December 2001, the number of people using the library was up by over 15% and the number of items

checked out by our users was up by 16%. The number of people registering for library cards grew by 9% and program attendance was up by 92% from last year. To give you an idea of how busy we've been, take a look at December's usage numbers. Although December is typically a slow month for libraries, 68,972 came through our doors and checked out 83,000 items. Over 11,000 people used our public computers for Internet access and 865 people attended programs in the library. Needless to say, we are very pleased that TPL is the place to be in the Tempe community.

## ***Friends' Support Makes All the Difference***

A large part of the Library's programming success is due to the ongoing financial support of the Friends. We will be partnering again this year with the Tempe Human Relations Commission to host the Diversity Dialogue program. This program allows citizens to meet on a regular basis to discuss issues of diversity in Tempe. The groups will meet in the Library for six weeks on Sunday afternoons in February and March. One of the key factors in facilitating discussion has been to provide an atmosphere that is conducive to breaking the ice and making participants feel comfortable about

discussing what can be very difficult issues. The Commission has found that providing a light meal such as pizza or sandwiches has been very effective in achieving that goal. The Friends are serving as one of the sponsors for this important program and are providing funds for the program refreshments.

The Library is also partnering for the second year with the Tempe Cultural Division to present *Tempe Poetry in April*. This program, featuring poetry readings and discussions by noted Tempe poets, will be held every Tuesday night in April from 7:00 pm to 8:30 p.m. in the Library Program Room. The event will feature a "coffee-house" atmosphere with gourmet coffee and light refreshments being served. Once again, the Friends are co-sponsors of this program.

In addition to these programs, the Friends have sponsored our ongoing mother-daughter book discussion groups, the very popular *Family Place* programs for preschoolers and their parents, and the *Peanut Butter and Jam Concert* series for preschoolers—to name only a few! We are so grateful for the Friends support, something that has been critical to our goal of providing innovative, informative, and entertaining library services to our community. More information about all of the Library's programs can be found at [www.tempe.gov/library/events](http://www.tempe.gov/library/events).



## ***Westside Community Center***

With the recent opening of the Westside Community Center, the Library now has two community outreach centers. The Tempe Public Library Resource Centers in the Escalante and Westside community centers provide community residents with access to the Internet and the Library's increasing array of computer based information resources. Nancy Petrie, the Library's Outreach Services supervisor, can be found at Westside working with the many children and adults who visit the center. She joins Nick Escalante who delivers library services at the Escalante Community Center. The Friends have provided funds for a number of programs and services at the centers including magazine subscriptions, materials display units, and book collections featuring the latest fiction and non-fiction materials. The centers have provided library staff with the opportunity to serve many

individuals who may not have had a tradition of library use within their families. By taking library services out of the main library and into the community, the library is developing a new generation of new library users. If you haven't had the opportunity yet, I would encourage you to visit both centers to see the wonderful array of programs and services available at each location. The Westside Community Center is located at 715 West 5th St. and the Escalante Community Center is located at 2150 East Orange Street.

## ***New Library System On the Way***

The Library has used the DRA Inlex library automation system since 1988. Needless to say, as computer technology has advanced, this system has become increasingly outdated and inefficient. The system was no longer being developed, something that was increasingly preventing us

from satisfying the needs of our users. The Library conducted an extensive procurement process during 2001 to secure a new system. I am very pleased to report that the City Council approved a contract in late 2001 with Innovative Interfaces Inc. to



provide the library with a new automated system. The conversion to the new system will take place over a number of months and we anticipate that the system will be in operation by Fall 2002. One of the key components is a new Web-based catalog that will be much easier to use than our current system. It will also provide users with expanded searching capabilities and enhanced content including graphics of book covers, tables of contents, and reviews when available. The Innovative system will allow the Library to deliver reserve and overdue notices via e-mail, something that has been in high demand by our users for a number of years. These are only a few of the many enhancements that will be available when the new system is fully functional and Library staff will be working very hard during 2002 to implement this wonderful new technology.

***ATTENTION! DON' T MISS IT!!***

### ***FRIENDS SPRING BOOK SALE***

**When: Saturday, April 13<sup>th</sup>**

**Where: Tempe Public Library, Lower Level**

**Time: Members 9:00 - 10:00 AM**

**Open to Public 10:00 AM - 2:00 PM**

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# SUMMER SPONSORSHIP FORM

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## FOR THE CHILDREN'S SUMMER READING PROGRAM AT THE TEMPE PUBLIC LIBRARY

In 2001, over 6000 young people, from toddlers to teens, took part in the Children's Summer Reading Program at the Tempe Public Library. The Friends of the Tempe Public Library are campaigning to gain community sponsorship for this successful effort to keeping children reading all year long. Here is how you can help.

### PROGRAMS

The Library hosts a number of presentations, shows and activities for young people and their parents during the Children's Summer Reading Program. In the past, these programs have included outdoor Planetarium presentations, puppet shows, and magicians for children and their parents to enjoy

FOR A DONATION OF \$100 OR MORE, YOUR NAME OR YOUR ORGANIZATIONS NAME WILL BE PLACED ON BANNERS AND BROCHURES AS A SPONSOR.

### PRIZES

Toys are awarded to the youngest participants and books awarded to all youngsters from pre-school to young adult ages who complete the summer reading list requirement. Each toy and book includes a congratulatory message from the sponsor.

FOR EACH \$50 DONATION, TEN CHILDREN WILL RECEIVE A TOY OR BOOK WITH A CONGRATULATORY MESSAGE FROM YOU AS THE SPONSOR.

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### SPONSORSHIP FORM

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY/ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ EMAIL (optional) \_\_\_\_\_

ENCLOSED FIND MY CHECK FOR \$ \_\_\_\_\_

I WANT MY DONATION TO SPONSOR: \$ \_\_\_\_\_ PROGRAMS AND \$ \_\_\_\_\_ PRIZES

SEND TO.....**Friends of the Tempe Public Library**

Summer Sponsorship  
3500 S. Rural  
Tempe, AZ 85282

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## Donations are the Key

by Lisa Gudahl

Donations provide the money earning capability to support the library and its programs. Many people are unaware of the different donation options that are available. Here are some frequently asked questions about donations to the Friends of the Tempe Library.

**Where can I donate?** Donations can be brought to the circulation desk at the library. If you have a large donation, you may bring it

right to the loading dock on the east side of the library. There are also three donation boxes at grocery stores in Tempe. The drop box locations are Whole Foods at Baseline and Rural, Safeway at McClintock and Elliott, and Bashas' at McClintock and Southern. These donation drop boxes at the grocery stores make it easy to combine two tasks into one trip.

**What can I donate?** Of course we take books but we also accept CDs, videos tapes, magazines (current and back issues), comic books, audio tapes, albums, software, video games, DVDs, text books, foreign language media and reference materials.

**Are these donations tax deductible?** Donations ARE tax deductible and you can request a receipt from the circulation desk when you make your donation. You are responsible for placing the fair market resale value of the donated items when you submit your taxes.



So look at those bookshelves, CD holders, and video drawers to see what you may longer use. Also, think about the library before you recycle your magazines. You could be the key to providing the Tempe community an even better library.

## Friends of the Library Promote Love of Reading Through Kingsolver

This April striking up a conversation with your neighbor will be as easy as renewing your library card. All you have to ask is "What chapter are you on?" or "Do you think Cosima will stay in Grace?" You and your neighbor will share a common bond – the adventure of love through the eyes of Barbara Kingsolver and her book *Animal Dreams*.

Starting April 1<sup>st</sup> libraries across the state will participate in One Book Arizona. Events and book discussions will center around this

year's selection, *Animal Dreams*. "By promoting one book we hope to further deepen the love of reading," said Friends of the Library President, Joyce Hinrich.



A book festival on April 6<sup>th</sup> will officially kick off the month-long event. Held at Margaret T. Hance Park in downtown Phoenix, Kingsolver will make a one-time appearance. Autographed copies of her book will be available at

the Friends of the Library booth. To show her support for One Book Arizona, Kingsolver will donate the proceeds to Friends of the Library chapters across the Valley.

To learn more information about One Book Arizona or the book festival visit [www.onebookaz.org](http://www.onebookaz.org) or contact your local public library.

**Join Your  
Friends of the Library Group  
at the  
One Book Arizona  
Book Festival  
10 a.m. to 5 p.m.  
Saturday, April 6  
Margaret T. Hance Park  
Phoenix**

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boxes. Read Lisa Gudahl's article in this newsletter about book donations. The on-going used book sale in the Melaine Corrao Book Corner of the Library has shown healthy growth over the last few months. Thanks to all of you who support the Friends through donations and purchases of used books.

As I mentioned in the last newsletter, we are exploring other

fund raising options to increase our revenue to meet the growing needs of our Library system. This spring we will be seeking sponsorship of some elements of the Children's Summer Reading Program. Last summer 6000 children took part in the Summer Reading Program at the Tempe Public Library. We are asking individuals and civic groups to sponsor some of the expenses. You can help us. Please see the Summer Sponsorship Form in this

newsletter. If you can become a sponsor, complete the form and return to the Friends. If you belong to a civic minded group, please present our request to them. We will be glad to send a Friends representative to speak to your group. Call me at 480-968-8157 for more information.

See you at the Library.



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